

TOBACCO

PHILIP MORRIS INCORPORATED PHILIP MORRIS U.S.A.

Philip Morris U.S.A. is the nation's leading cigarette manufacturer.

Over the past five years, Philip Morris U.S.A.'s unit growth rate has been a compounded 1.4%.

Marlboro is the largest-selling brand in the U.S.

Marlboro Lights is the largest-selling low tar brand in the U.S.
Benson & Hedges 100's is the largest-selling free-standing 100mm brand in the U.S.

Merit is the largest-selling free-standing low tar brand in the U.S.

Virginia Slims is the leading brand designed for women.

Other brands include Parliament Lights, Cambridge, Alpine, Players Lights, and Saratoga.

100
Dsp

Paula De Masi

4/187

Larry Gentilini

by mon 1pm

Renewed 4/3/87

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